



ECOMMERCE NATIVE MOBILE APP.

CLIENT PROFILE

The client is a Swedish company that has earned a big name in the eCommerce market. They deal in a wide range of electronic products from computers to household items, gaming to healthcare products, mobiles & GPS devices to photo and sound devices.

BUSINESS CHALLENGE

Increasing the eCommerce range, client recognized the need for covering mobile platforms (android and iOS). The challenge was now to build a great mobile experience and develop all associated web services. The mobile apps were to be developed in native iOS and Android framework.

The solution should have an intuitive user interface with added features like product listing, product search with shopping cart integrated with payment gateways and user management.

Suretek having worked on cross platforms for mobile application development had achieved an expertise in Android and iOS development which led the client to us for seamless delivery of a native app that could complement the needs and demands of the market.

SURETEK SOLUTION

Suretek alongside with its client, investigated the business requirements through a series of visualized meetings, resulting in developing a retail mobile store with location-based messaging, notifications and social media integration as a part of multichannel user experience.

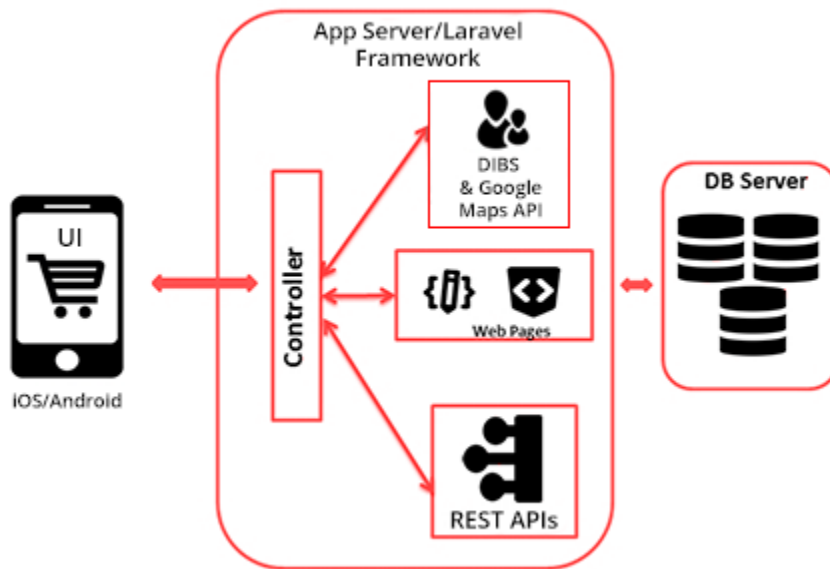
To improve their online sales and to develop an e-Commerce native mobile store application. This shopping application would serve as a retail app and deliver the same features as its existing e-commerce counterpart.

SURETEK'S INITIAL PLANS

Now, by upgrading the e-Commerce operations by launching a dedicated smartphone app for the client's store that is both native to the iPhone and Android devices, increases sales by 30% and gives the client access to data about their customers.

- Set up dedicated mobile application for both Google play and Apple's app store taking full advantage of all the device features – camera, GPS, Compass, list of contacts and so on.
- Laravel, a server-side PHP framework is used to fetch data from the database MySQL to create a modern mobile app.

- REST API in Laravel is used to connect the applications to the server.
- DIBS payment gateway is used for payment processing and storing the card/accounts details securely.
- Use of HTML5 WebSocket's for two-way communication with a remote host.
- Google map API for tracking of the delivery used by both customer and service provider.
- User Behavior analysis for smarter engagement.
- Sending real time push-notifications while providing a faster, easier and more engaging customer experience.
- Two sections of the application are Client section and Service provider section, where requesting a delivery and fulfillment of a delivery is processed.
- The above implementations direct Faster and enhanced customer support.



TECHNOLOGIES USED

Php, Html, Laravel, REST API, Html5 WebSocket, MySQL, Google Maps API, DIBS (Payment Gateway)